

CLAIMS

What is claimed is:

- 1 1. A method for alerting a user to a promotional offer for a product, comprising the
2 steps of:
 - 3 (a) receiving a representation of a bar code from a user, wherein the representation
4 of the bar code is associated with a product;
 - 5 (b) generating a relationship between the user and the product;
 - 6 (c) storing the relationship between the user and the product in a database;
 - 7 (d) performing a search for matching a promotional offer to the product; and
 - 8 (e) outputting the promotional offer to the user based on the relationship of the user
9 with the product.
- 1 2. A method as recited in claim 1, wherein the promotional offer is selected based
2 on criteria input by the user.
- 1 3. A method as recited in claim 2, wherein the criteria is selected from a group
2 consisting of: a price of the product, a location of a vendor of the product, a
3 date, a time, wrapping of the product, shipment of the product, and ability to
4 pick up the product.
- 1 4. A method as recited in claim 1, wherein the promotional offer is output to a web
2 page of a network data site, wherein the user accesses the web page for viewing
3 the promotional offer.
- 1 5. A method as recited in claim 1, wherein content relating to the product is also
2 output to the user.

1 6. A method as recited in claim 1, wherein the promotion offer is output to a client
2 device of the user, wherein the client device is selected from the group
3 consisting of: a personal computer, a scanner, a portable computing device, a
4 telephone, a pager, and a facsimile machine.

1 7. A computer program product for alerting a user to a promotional offer for a
2 product, comprising:

3 (a) computer code for receiving a representation of a bar code from a user, wherein
4 the representation of the bar code is associated with a product;

5 (b) computer code for generating a relationship between the user and the product;

6 (c) computer code for storing the relationship between the user and the product in a
7 database;

8 (d) computer code for performing a search for matching a promotional offer to the
9 product; and

10 (e) computer code for outputting the promotional offer to the user based on the
11 relationship of the user with the product.

1 8. A computer program product as recited in claim 7, wherein the promotional
2 offer is selected based on criteria input by the user.

1 9. A computer program product as recited in claim 8, wherein the criteria is
2 selected from a group consisting of: a price of the product, a location of a
3 vendor of the product, a date, a time, wrapping of the product, shipment of the
4 product, and ability to pick up the product.

1 10. A computer program product as recited in claim 7, wherein the promotional
2 offer is output to a web page of a network data site, wherein the user accesses
3 the web page for viewing the promotional offer.

- 1 11. A computer program product as recited in claim 7, wherein content relating to
2 the product is also output to the user.
- 1 12. A computer program product as recited in claim 7, wherein the promotion offer
2 is output to a client device of the user, wherein the client device is selected from
3 the group consisting of: a personal computer, a scanner, a portable computing
4 device, a telephone, a pager, and a facsimile machine.
- 1 13. A system for alerting a user to a promotional offer for a product, comprising:
2 (a) logic for receiving a representation of a bar code from a user, wherein the
3 representation of the bar code is associated with a product;
4 (b) logic for generating a relationship between the user and the product;
5 (c) logic for storing the relationship between the user and the product in a database;
6 (d) logic for performing a search for matching a promotional offer to the product;
7 and
8 (e) logic for outputting the promotional offer to the user based on the relationship of
9 the user with the product.
- 1 14. A system as recited in claim 13, wherein the promotional offer is selected based
2 on criteria input by the user.
- 1 15. A system as recited in claim 14, wherein the criteria is selected from a group
2 consisting of: a price of the product, a location of a vendor of the product, a
3 date, a time, wrapping of the product, shipment of the product, and ability to
4 pick up the product.
- 1 16. A system as recited in claim 13, wherein the promotional offer is output to a
2 web page of a network data site, wherein the user accesses the web page for
3 viewing the promotional offer.

1 17. A system as recited in claim 13, wherein content relating to the product is also
2 output to the user.

1 18. A system as recited in claim 13, wherein the promotion offer is output to a client
2 device of the user, wherein the client device is selected from the group
3 consisting of: a personal computer, a scanner, a portable computing device, a
4 telephone, a pager, and a facsimile machine.

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